

The 10 Point Plan for Dealing with Complaints

1. Apologize.
2. Listen carefully: get the facts and details.
3. Sympathize: show that you understand the problem; show that you have heard the person's complaint.
4. Don't guess at an answer if you don't know it.
5. Accept responsibility: don't pass the buck. You are not saying that it is your fault. You are apologizing and dealing with the complaint on behalf of the practice.
6. Take action: pass the complaint onto someone else or deal with it yourself.
7. Tell the client what you are doing: if the process is taking longer than you thought, go back and apologize for the delay. Explain what is happening.
8. Keep calm, be polite, and provide assurance (that you are willing to help; that the problem will not recur).
9. Don't argue: if the client is upsetting you and making you angry, and you can't avoid being dragged into an argument, involve someone else. Quite often, bringing in another person will defuse the situation.
10. Above all: be professional.